

## REMARKS

This is in response to the non-final Office Action dated April 14, 2008.

Applicants representatives thank Examiner Frenel and Primary Examiner Gart for courtesies extended during the in-person interview on May 7, 2008.

Claims 25 through 28, 30, 33, 37 and 46 through 49 stand rejected as being obvious based on the combination of U.S. Published Application No. 2002/0022963 ("Miller") in view of U.S. Patent No. 6,330,592 ("Makuch") and further in view of U.S. Patent No. 6,925,442 ("Shapira"). Claim 50 stands rejected as being obvious based on the combination of Miller and Shapira.

As noted during the in-person interview, the prior art references, alone or in combination, fail to teach or suggest **all** of the claimed limitations recited herein. For example, Makuch teaches a system that tracks user profile data by associating terms with a web page to a user's profile (for example see Abstract). Makuch uses "keyword directives" where the content is personalized based on profile data. "In the preferred embodiment, the developer can then assign at least one category and/or keyword to each of the Web Content Items." (Makuch, col. 5, lines 40-42).

The Examiner-cite passage of Makuch (as well as Makuch in general) refers to a user profile. This user profile reference is wholly inconsistent with the claimed statistical analysis of a web page. More explicitly, Makuch fails to teach or suggest "analyzing the web page to detect a context for the web page using a statistical analysis of the web page content," as claimed in claims 46 and 49.

In addition, Shapira teaches evaluating **visitors** to a web page (see, e.g. col. 1, lines 27-41), the numbering of Shapira relates to "hits" not context. More generally, the object

of Shapira is to track hits to a web site, for example an ad campaign. Shapira does not even relates to the content for a web page.

Accordingly, the rejection of these claims cannot be supported because the deficiencies in the teachings of the prior art references noted above, the deficiencies existing in either the references themselves or in the combination thereof. As such, Applicants submit the rejection is improper and should be withdrawn, consistent with the discussion of the May 7, 2008 in-person interview.

Claim 50 has been rejected separately from the above-noted claims, claim 50 been rejected under 35 U.S.C. §103(a) based on the combination of Miller and Shapira, omitting Makuch. Applicants assert confusion regarding this rejection as when addressing claims 46 and 49, the Examiner cites Makuch for the claimed “statistical frequency analysis.” (As Applicants note disagreement above). Applicants note that on page 4, lines 15-20, Makuch is asserted for this limitation as to claim 46, but this limitation also recited in claim 50 is not included in the present rejection. Applicants interpret this as an oversight and submit that for at least the same reasons as noted above regarding claims 46 and 49, claim 50 is also patentable in view of the prior art of record because none of the prior art references teach or suggest, among other limitations, “using a statistical analysis of the web page content.”

Accordingly, Applicants request withdrawal of the present rejection. Should the Examiner maintain the rejection of the claims in view of Miller in combination with Levine and Makuch, Applicants respectfully request a showing, including specific column and line numbers, providing clarity regarding the assertion of Miller teaching or suggesting “analyzing the web page to detect a context for the web page” and the combination of Miller, Levine and Makuch teaching or suggesting “selecting at least one file representing at least one product related to the

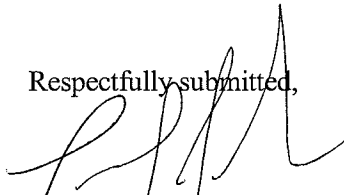
detected context.” In the alternative, Applicants request passage of the pending claims to issuance.

For at least all of the above reasons, the Applicants respectfully request that the claims be presented for examination. To expedite prosecution of this application to allowance, the examiner is invited to call the Applicants’ undersigned representative to discuss any issues relating to this application.

Dated: June 3, 2008

THIS CORRESPONDENCE IS BEING  
SUBMITTED ELECTRONICALLY THROUGH  
THE PATENT AND TRADEMARK OFFICE EFS  
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Respectfully submitted,



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